



Patent
Attorney's Docket No. 0026-0068

IFW

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Patent Application of)
Xianping Ge et al.) Group Art Unit: 2171
Application No.: 10/748,656) Examiner: Unknown
Filed: December 31, 2003)
For: METHODS AND SYSTEMS FOR)
IMPROVING A SEARCH RANKING)
USING LOCATION AWARENESS)

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT
TRANSMITTAL LETTER

U.S. Patent and Trademark Office
220 20th Street S.
Customer Window, Mail Stop Amendment
Crystal Plaza Two, Lobby, Room 1B03
Arlington, Virginia 22202

Sir:

Enclosed is a Supplemental Information Disclosure Statement and accompanying form PTO-1449 for the above-identified patent application.

- No additional fee for submission of the IDS is required.
- The fee of \$180.00 as set forth in 37 C.F.R. § 1.17(p) is also enclosed.
- A certification under 37 C.F.R. § 1.97(e) is also enclosed.
- Charge \$ _____ to Deposit Account No. 50-1070 for the fee due.
- A check in the amount of \$ _____ is enclosed for the fee due.

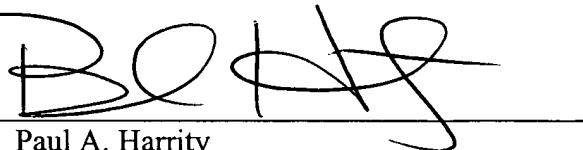
Supplemental Information Disclosure Statement Transmittal Letter
Application Serial No. 10/748,656
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Page 2

The Commissioner is hereby authorized to charge any appropriate fees under 37 C.F.R. §§ 1.16, 1.17 and 1.21 that may be required by this paper, and to credit any overpayment, to Deposit Account No. 50-1070.

Respectfully submitted,

HARRITY & SNYDER, L.L.P.

By:



Paul A. Harrity
Reg. No. 39,574

11240 Waples Mill Road
Suite 300
Fairfax, Virginia 22030
(571) 432-0800
Customer No.: 44989

Date: August 18, 2004



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Title: METHODS AND SYSTEMS FOR)
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USING LOCATION AWARENESS)

SUPPLEMENTAL INFORMATION DISCLOSURE STATEMENT
UNDER 37 C.F.R. § 1.97(b)

U.S. Patent and Trademark Office
220 20th Street S.
Customer Window, Mail Stop Amendment
Crystal Plaza Two, Lobby, Room 1B03
Arlington, Virginia 22202

Sir:

Pursuant to 37 C.F.R. §§ 1.56 and 1.97(b), Applicant(s) bring to the attention of the Examiner the documents listed on the attached PTO 1449. This Supplemental Information Disclosure Statement is being filed before the mailing date of a first Office Action in the above-referenced application. As such, no certification or fee is required. Copies of the non-U.S. patent documents are attached.

Applicant(s) respectfully request(s) that the Examiner consider the listed documents and indicate that they were considered by making appropriate notations on the attached form.

Supplemental Information Disclosure Statement Under 37 C.F.R. § 1.97(b)
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If any copending application(s) is/are cited on the attached PTO 1449, the Examiner's attention is directed to the foregoing application(s) in compliance with § 2001.06(b) of the Manual of Patent Examining Procedure. By identifying the copending application(s), the assignee and/or applicant of the application(s) do not waive confidentiality of the application(s). Accordingly, the U.S. Patent and Trademark Office is requested to maintain the confidentiality of the copending application(s) under 35 U.S.C. § 122.

This submission does not represent that a search has been made and does not constitute an admission that each or all of the listed documents are material or constitute "prior art." If the Examiner applies any of the documents as prior art against any claim in the application and Applicant(s) determine(s) that the cited document(s) do not constitute "prior art" under United States law, Applicant(s) reserve(s) the right to present to the Office the relevant facts and law regarding the appropriate status of such documents.

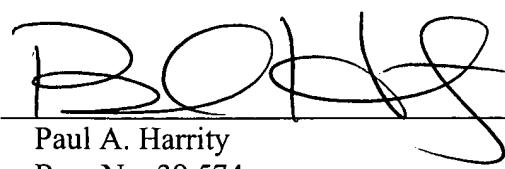
Applicant(s) further reserve(s) the right to take appropriate action to establish the patentability of the disclosed invention over the listed documents, should one or more of the documents be applied against the claims of the present application.

Supplemental Information Disclosure Statement Under 37 C.F.R. § 1.97(b)
Application Serial No. 10/748,656
Attorney's Docket No. 0026-0068
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If there is any fee due in connection with the filing of this Statement, please charge the
fee to our Deposit Account No. 50-1070.

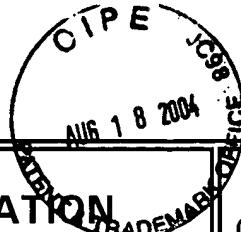
Respectfully submitted,
HARRITY & SNYDER, L.L.P.

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Paul A. Harrity
Reg. No. 39,574

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Date: August 18, 2004



**INFORMATION
DISCLOSURE
CITATION**
PTO-1449

Customer Number
44989

ATTORNEY'S DKT NO.
0026-0068

APPLICATION NO.
10/748,656

APPLICANT(S)
Xianping Ge et al.

FILING DATE
December 31, 2003

GROUP
2171

U.S. PATENT DOCUMENTS

EXAMINER'S INITIALS	PATENT NO.	DATE	NAME	CLASS	SUBCLASS	FILING DATE

FOREIGN PATENT DOCUMENTS

EXAMINER'S INITIALS	PATENT NO.	DATE	COUNTRY	CLASS	SUBCLASS	Translation	
						Yes	No

OTHER DOCUMENTS (Including Author, Title, Date, Pertinent Pages, Etc.)

	Copy of co-pending U.S. Application Serial No. 10/314,427, filed December 6, 2002, titled "Methods and Apparatus for Serving Relevant Advertisements," Jeffrey A. Dean et al.; 30 pages.
	Copy of co-pending U.S. Application Serial No. 10/375,900, filed February 26, 2003, titled "Serving Advertisements Based on Content," Darrell Anderson et al.; 59 pages.
	Copy of co-pending U.S. Application Serial No. 10/389,688, filed March 14, 2003, titled "Suggesting and/or Providing Ad Serving Constraint Information," Jeffrey Dean et al.; 30 pages.
	Copy of co-pending U.S. Application Serial No. 10/445,376, filed May 23, 2003, titled "Scoring, Modifying Scores of, and/or Filtering Advertisements Using Advertiser Information," Jane Manning et al.; 37 pages.

EXAMINER	DATE CONSIDERED

EXAMINER: Initial if reference considered, whether or not citation is in conformance with MPEP 609; draw line through citation if not in conformance and not considered. Include copy of this form with next communication to applicant(s).